Notice of References Cited Application/Control No. O9/909,955 Examiner Romain Jeanty Applicant(s)/Patent Under Reexamination DULL ET AL. Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	Α	US-			
	В	US-			
	С	US-			
	D	US-			
	Е	US-			
	F	US-			
	G	US-			
	Н	US-			
	ı	US-			
	J	US-			
	К	US-			
	L	US-			
	М	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	Ν				,	
	0					
	Ρ					
	σ			·		
	R					
	S					
	Т					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)				
	U	Korea "Internet changing research on marketing"; 3/2000; Dialog file 20, Accession No. 10304141.				
	٧	Reason " GIS- Is it private matter?"; 5/1995; Electrical World v209n5 PP: 79-80; Dialog file 15, Accession No. 01020694.				
	w	Paul et al " Individual Hybrid Models for Conjoint Analysis"; 6/1996; The Wharton School, University of Pennsylvania.				
	x	Poiesz " Indicivual reactions to advertising: theoretical and methodological development"; 12/1994; International Journal of Advertising, v13, p 25(29); Dialog file 148, Accession No. 07261802.				

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).) Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.